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FOR IMMEDIATE RELEASE

Right Hemisphere Partners with EMC on End-to-End 3D Product Image Management Solution

Integration of Right Hemisphere Platform Allows Enterprises to Access, Process, and Manage 3D Product Information Inside EMC Documentum

EMC WORLD — Orlando, FL — May 18, 2009 — Right Hemisphere[®], the leader in visual product communication and collaboration solutions, today announced that it has teamed up with EMC Corporation to offer a complete 3D product image management solution. The solution is based on Right Hemisphere's Deep Server[™] enterprise software and the EMC Documentum Enterprise Content Management (ECM) Suite. The combined offering will allow companies to take 3D CAD (computer-aided design) data from engineering and directly integrate it with EMC Documentum. This 3D product content can then be viewed, searched, manipulated, shared, published and managed inside EMC Documentum. The result is a true, end-to-end 3D file and content management system for non-engineering users responsible for service procedures, technical publications, and marketing deliverables. With this solution, many organizations can expect to save 30-40% of the cost required to create their product visuals as well as cut their overall production time in half.

“Interactive content and multiple communication channels are at the heart of how customers, partners and employees want to view and work with product information. Three-dimensional product visuals and the digitization of design data have created terrific opportunities for companies to deliver complex information in highly interactive ways. What was traditionally costly and difficult for non-engineering users is now significantly easier for cross-enterprise collaboration and management of product information,” said Mark Arbour, Vice President and General Manager of Interactive Content Management at EMC. “The marriage of Right Hemisphere's technology with Documentum produces a ‘must-have’ solution

for every corporate marketing, technical publications, and service department to keep 2D and 3D assets accessible, organized, secure, and at their fingertips.”

Right Hemisphere’s Deep Server enterprise software complements EMC Documentum with its ability to read over 80 2D and 3D file formats. This includes support for the most commonly used CAD applications such as CATIA, ProENGINEER, SolidWorks, and AutoCAD.

With Right Hemisphere integrated into EMC Documentum, users can be assured that they are getting the most accurate and up to date 2D and 3D product information into their preferred applications, and can produce and distribute deliverables needed to support the entire product lifecycle process. Integrating Deep Server with EMC Documentum also enables richer, more effective collaboration among team members and with supply chain partners.

“EMC is focused on bringing software to market that delivers accelerated business agility balanced with strong IT controls,” said Right Hemisphere’s Founder and CTO Mark Thomas. “Integrating Right Hemisphere’s 3D technology with EMC Documentum enables non-engineering professionals to leverage existing 3D product assets to perform their own job functions better, faster, and with all of the strong IT controls and version tracking mechanisms already in place inside EMC Documentum.”

EMC partner Boulder, CO based Flatirons Solutions — along with technology provider Nextspace of Auckland, New Zealand — are playing active roles in bringing this solution to customers. Nextspace has contributed its deep domain knowledge of the Right Hemisphere platform to assist Flatirons Solutions who is integrating the technologies and extending its current Documentum solution offerings to include Right Hemisphere’s capabilities.

“Our customers enjoy the industry’s most robust production management and delivery solution with EMC Documentum,” said Thomas E. Zelibor, the president and CEO of Flatirons Solutions. “This partnership between EMC and Right Hemisphere provides a significant and much needed ability for an end-to-end



solution that can be directly integrated into existing Documentum workflows. The integration means we can deliver marketing, technical publication and MRO solutions for our clients which make it easy for them to locate and re-use existing 3D CAD content without having to rip up their IT infrastructures.”

The integrated Right Hemisphere Deep Server software and EMC Documentum ECM Suite is available now. For more information about the solution, please visit the Flatirons booth #116 at EMC World in Orlando, FL this week or watch an on-demand webinar entitled, “*Create Marketing Content with Impact by Integrating 3D Product Images*” at: <http://www.emc.com/events/2009/q1/02-05-09-ims-3d-image.htm>.

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise visual product communication, collaboration and publishing solutions. The company's software and solutions help Global 1,000 manufacturers to optimize their mission critical business processes such as sourcing, manufacturing, marketing and customer support. The software does this by integrating disparate product data readily available in corporate CAD, PLM, and ERP systems. It then automatically delivers this intelligent product information into commonly used business documents, file formats and even directly into business applications for secure downstream use anytime, anywhere. Founded in 1997, Right Hemisphere is a privately held, venture-funded corporation based in Silicon Valley and Auckland, New Zealand. For more information please visit.

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